Development & Marketing Director

Job Description

The Restoration House (TRH) helps restore single mothers and their children back to God’s good intent for their lives. TRH engages in a whole family approach of interconnected supports including housing and community life, family advocacy, and enrichment programs. In 2023, TRH launched Olive Tree Early Learning Academy, a high-quality trauma responsive early education and childcare center for children 6 weeks to 5 years old.

Reports to: Executive Director

Job Summary:

The Development & Marketing Director’s number one responsibility is to build strong relationships in the community, providing opportunities to invest in the overall mission of TRH, including Olive Tree. This is done by ensuring an extremely high level of engagement with all supporters, while also expanding the reach of TRH into the greater community.

Responsibilities:

1. Develops, manages, and oversees the annual funding plan for The Restoration House and its early education center, Olive Tree Early Learning Academy to secure a total of $1,500,000 annually in collaboration with TRH’s Executive Director and Olive Tree’s Director of Operations. The Restoration House has a 17-year history with a strong committed donor base.
   a. Current strategies include direct ‘asks’, grants, events, social media campaigns, direct mail, etc.
   b. Current diversification:
      1. Individual Giving (appeals, online donations, etc.) – 42%,
      2. Events – 10%,
      3. Foundations – 22%,
      4. Churches – 13%,
      5. Corporate Giving – 13%

2. Develops, manages, and oversees any special campaigns, including capital campaigns as needed in collaboration with the Executive Director

3. Communications
   a. Writes and edits donor correspondence including donor acknowledgements and thank you notes (Office Manager will produce and mail)
   b. Assists with writing and editing materials for websites, brochures, etc.
   c. Assists with writing and editing press-releases
   d. Manages all social media accounts
      1. Captures and creates social media content including graphic design using established graphic standards
      2. Schedules and live posts content on appropriate social media channels at a frequency defined by the social media plan
   e. Presents The Restoration House to churches, campus groups, local community orgs, etc.

4. Helps nurture and maintain current and new donor relationships

5. Events
   a. Leads planning and implementation efforts, in collaboration with volunteer teams, of annual fundraising events including, the Restoring Hope Luncheon
   b. Secures table hosts
   c. Establishes and manages event committees (assist in recruitment of committee members, develop agendas, and run committee meetings)
   d. Manages event attendee registrations and confirmations for events
e. Plans and implements events associated with all fundraising, including but not limited to lunches, presentations, celebrations, etc.
6. Assists with grant management, including research, writing, reporting, etc.
7. Manages Donor Database
   a. Manages Bloomerang donor database of 5,000 plus records
   b. Ensures timely and accurate entry of donations
   c. Ensures timely and accurate reports to funders
8. Board of Directors
   a. Attends board meetings every other month (during the work day)
   b. Assists in preparing updates for Board meetings when required regarding fundraising events, sustainability, etc.
   c. Serves as the staff liaison with the Board Sustainability and Marketing Committees
9. In-Kind Donations
   a. Fields all calls/emails related to in-kind donations
   b. Sends out receipt following donation
10. Stays on top of fundraising trends in the nonprofit community
11. Attends one annual staff retreat and the annual Christian Community Development Conference
12. Prays regularly for the families at The Restoration House & Olive Tree
13. Other responsibilities as assigned

The ability to multi-task while staying organized, as well as build strong connections/relationships with people are critical qualities for this position.

Academic/Experience Requirements:

1. Must have minimum of three years of experience in fundraising
2. Minimum Bachelor’s Degree in Marketing, Business Administration, Communications, Development or a related field is a plus
3. A CFRE Certification is a plus
4. Experience with the Benevon fundraising model is a plus
5. Must have a working knowledge of donor management & communication systems
6. Must have a working knowledge of Microsoft Office programs including Word & Excel
7. Must be extremely knowledgeable with Facebook & Instagram
8. Willingness to learn a variety of cloud-based software platforms
9. Prior grant writing experience is a plus
10. Bilingual is a plus

Qualifications

1. Commitment to excellence and to the mission of The Restoration House
2. Communication
   a. Strong language and communication skills (listening, written and oral)
   b. Highly relational
   c. Desire to share The Restoration House’s mission with the community
3. Commitment to service
   a. Community service experience
   b. Enthusiastic and positive attitude toward helping others
4. Professionalism
   a. Ability to work well independently and on a team
   b. Maturity and good judgment in relating to The Restoration House donors, volunteers, partners, and families
   c. Ability to work with people from diverse backgrounds
d. Availability, dependability, and flexibility
e. Demonstrated ability to solve problems and think strategically
f. Enthusiastic and positive attitude toward helping others
g. Highly Organized

5. A willingness to pitch in beyond the scope of the specific job description
6. Supports overall ministry, purpose, and vision of The Restoration House

**Compensation/Benefits**

1. This is a salaried position and compensation is determined based on experience and education – $55K to $60K annually
2. Health, Dental, Vision & Life insurance; covered 100% for employee after first 90 days of employment; option to add dependents
3. Paid time off:
   a. Vacation:
      i. 10 days of paid vacation after first 90 days of employment
      ii. 15 days in the second year
      iii. 20 days in the fifth year
      iv. 25 days in the tenth year (max)
   b. Sick Days:
      i. 5 days in year one
      ii. 7 days after first year
      iii. 8 days after year 3
      iv. 9 days after year 4
      v. 10 days after year 5
      vi. 12 days after year 10
      vii. 14 days after year 15 (max)
   c. Paid Holidays: 11 paid holidays per year
   d. Spiritual Renewal Days: 1 day each quarter
4. Flextime
5. Free family membership to the YMCA (all Knoxville branches)
6. Paid individual professional development up to $600 per year
7. Reimbursement for individual therapy sessions up to $500 per year
8. Monthly micro-bonuses
9. Ability to work from home as approved
10. Paid by direct deposit twice per month
11. Invaluable opportunity to make a difference in the lives of single mothers and their children

**Hours:**

This job is a full-time position with an average of 40+ hours per week | Flexible Hours | Occasional weekends and/or weeknights

**Annual Salary Range:** $55,000 to $60,000
